CARTON INSERT

FEBRUARY

EXP	DESCRIPTION	QTY	PO #	POS #	UNIT COST	UTILIZATION	TOTAL
	CTN INSERT PRINTING	5,000,000		72136	$0.05	100%	$250,000
	INSERTION - LABOR	5,000,000			$0.02	100%	$100,000
	END FLAP STICKER	5,000,000			$0.01	1	$50,000
	POS MATERIALS						$0
	POSTERS						$0
	SELL SHEETS						$0
	TEAR PADS						
	BOUNCEBACK ITEMS						
	LIGHTER	5,000,000			$1.25	0.03	$187,500
	WATCH	5,000,000			$4.25	0.02	$425,000
	BAG	5,000,000			$10.50	0.01	$525,000
	POSTAGE & HANDLING						
	LIGHTER	5,000,000			$1.00	0.03	$150,000
	WATCH	5,000,000			$2.00	0.02	$200,000
	BAG	5,000,000			$4.00	0.01	$200,000
	OTHER						
	ARTWORK						
	MISC.						
	TOTAL PROGRAM COSTS						$2,087,500

160/40

UNITS MOVED		
LIGHTER	5,000,000 CIRC.*50% UTILIZ.*5% RED.*60 UPCs	7,500,000
WATCH	5,000,000 CIRC.*50% UTILIZ.*5% RED.*150 UPCs	18,750,000
BAG	5,000,000 CIRC.*50% UTILIZ.*5% RED.*300 UPCs	37,500,000
		63,750,000

CPM

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Source: https://www.industrydocuments.ucsf.edu/docs/jnxn0004